

## FARMERS TAKE MOST NEW CARS

Oakland Man Says They Will Take 75 Percent of Medium Price Autos.

Once the automobile was a luxury. Today we all know vaguely the immense role it plays. The war has been reminding us of one side of it, for there it has had a leading role. It saved Paris and it has changed the whole nature of warfare, says Harper's Weekly.

Other functions, less dramatic attract less attention. We see the horse disappearing from cities; we see the delivery wagons of great stores; we see a serious volume of express business done by automobile; we see farming and the lives of farmers being changed. Indeed, is not the farmer's end of this new organ of motion the most dramatic aspect of all?

Think what it means that 75 per cent of the American cars purchased last year were delivered through towns of 4,000 or less. Here are the figures:

City	Per cent
St. Louis	20
St. Paul	18
Pittsburgh	15
Chicago	12
Philadelphia	10
Cleveland	8
San Francisco	7
Los Angeles	6
New York	5
Boston	4
San Antonio	3
Portland	2
San Diego	1
Albuquerque	1
El Paso	1

Fred Warner, the vice president and assistant manager of the Oakland, is responsible for the statement that to the best of his knowledge at the present time over 75 per cent of the medium priced cars, outside of the Ford, will be sold to the farmer this spring.

On January 1, 1915, in Minnesota, Iowa, Illinois, Wisconsin, Nebraska, Missouri, North Dakota, South Dakota, and Oklahoma records showed a total of 538,720 motor cars in operation. Of this total one-half the cars were owned by farmers. In these nine states alone the motor cars operated by farmers cost over \$250,000,000. These same farmers were then spending over \$200,000 a day for new cars.

The automobile means much to civilization today, but it means more to the farmer than to anyone else. It means material help. It means also the end of monotony. It means an entire change in his outlook on life.

## A Very Moving Picture of a Man Deciding to Purchase an Automobile

BY BRIGGS



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ROBERT C. CARR, Mgr. El Paso Sales.



## TO CUT WEIGHT IS BIG OBJECT

Engineers Say Weight Does Not Give Steadiness To An Auto.

BY H. H. RICE.

Sales Manager Nordyke & Marmion Co.

One of the most interesting features of 1916 cars is the results which have been obtained by the various manufacturers in attempting to decrease weight by new methods. In the past there has been considerable work done in trying to decrease weight, but it has mainly been along the lines of cutting down the size of the car and reducing the engine to smaller dimensions. This year, however, the followers of the automobile business will see the result of efforts to cut down weight by scientific methods, by using aluminum in place of heavier metals and by a distribution of parts that cuts down the weight of certain units considerably but does not sacrifice strength.

The net result of the work done by the Marmion engineers in eliminating weight by scientific means is by the elimination of approximately 1100 pounds weight as the new seven-passenger model weighs only 2540 pounds when fully equipped ready for the road with the gasoline, water and oil compartments filled. It must be considered that the new Marmion car is a high grade, high powered car, since the wheel-base is 126 inches and the motor develops 74 horsepower at a speed of 2450 revolutions per minute in the block test.

It is a safe statement that the car owner can look to aluminum as an important factor in the future in the saving of weight, which means of course, ease of handling, low fuel consumption, rapid acceleration, longer life on tires, springs and other parts.

Another feature in the development of light weight cars which is receiving great thought today is the relation of unsprung weight or the weight below the axles to the weight above the axles. It is now a generally admitted fact among the engineers who have had considerable opportunity to experiment that good road handling and the ease of riding are not so much a matter of weight as the relation between the weight above the springs and the weight below the springs, as well as longitudinal balance, or the balance fore and aft of the car. In other words the erroneous idea that a heavy weight car makes an easy riding car is rapidly disappearing. In its relation to ease of riding, weight does not occupy the place hitherto done to a ship. It has no mysterious steadying effects. The matter is much broader and deeper than adding a few pounds of weight. You can easily determine this by noting that racing cars which are made as light as possible to attain the highest speed and quickest acceleration are usually good handling and good riding cars but don't forget they are perfectly balanced and the factors involved have been carefully gone into.

A dollar saved by buying goods produced elsewhere is a dollar thrown at your neighbor's birds.

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## LAS CRUCES IS BUYING AUTOS

Oakland Dealer Reports Big Business in Dona Ana County.

Reports from Las Cruces indicate a great popularity in that district for the Oakland cars. Birdwell and company, the dealers for Dona Ana county, have been regular semi-weekly visitors in El Paso during the past six or seven weeks and usually take back a couple of cars from the Oakland Auto Sales company, the southwestern distribu-

tors. General manager A. H. Elmore is vastly pleased with the business done at Las Cruces.

As an instance of the popularity of the Oakland in Las Cruces and Mesilla Park, Mr. Elmore cites the following list of recent Oakland purchasers in that section: C. N. Gibson, Las Cruces, "22" touring; J. S. McClure, Las Cruces, "22" touring; Tom J. Graham, Las Cruces, "22" touring; P. H. Barber, Las Cruces, "32" touring; L. D. Crappa, Las Cruces, "22" touring; M. H. Peterson, Cruces, "22" touring; A. F. Katzenstein, Las Cruces, "22" touring; John Birdwell, Jr., Las Cruces, "22" touring; J. W. Cox, Las Cruces, "22" speedster; A. R. Sowell, Cutor, "22" touring; Miguel J. Lucero, Mesilla, "22" touring.

John W. Cox, former Dodge dealer at Las Cruces, purchased an Oakland speedster recently. J. E. Birdwell, Jr. was down this week for an Oakland "four" and placed orders for two "sixes" to be sent forward as soon as received from the factory.

A. F. Katzenstein, Jr., of Las Cruces,

one of this week's purchasers, reports the Las Cruces-El Paso road as being in very good condition in Dona Ana county but is mighty anxious that the El Paso county and should be improved, thus completing one of the finest driving roads in the whole country.

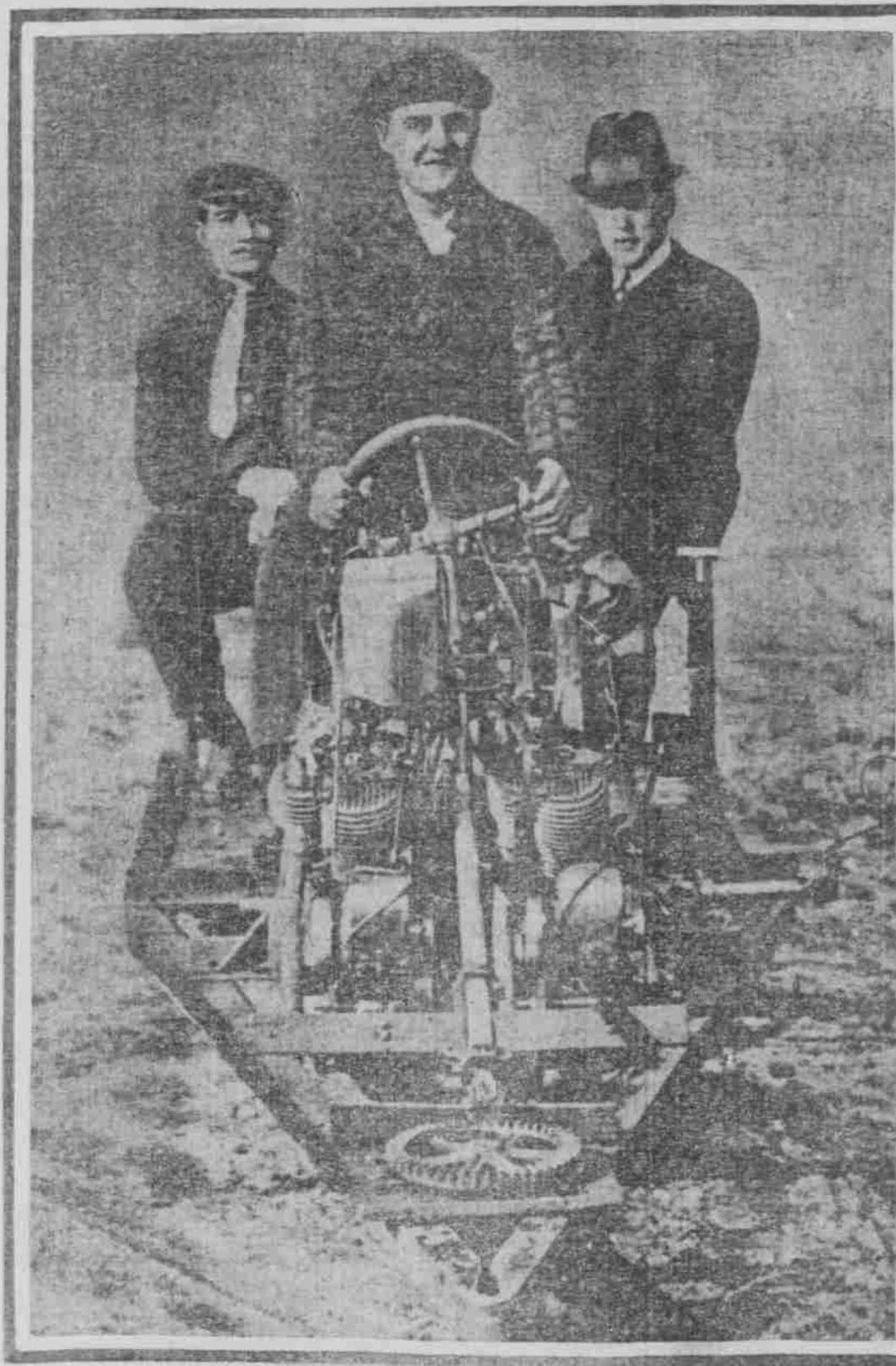
**CLEAN THE SPRINGS.**  
The suspension springs of a car should be cleaned and lubricated frequently. A squeak can often be traced to the springs. When they become rusty squeaks are bound to arise. By lifting the weight off the springs it is an easy matter to insert between the leaves a paste made of graphite and oil. This will not only eliminate the squeak, but also produce easier riding qualities.

**MOUNTING MAGNETO.**  
A magneto should never be mounted on an insulating base except when so specified by the manufacturer; otherwise the return or ground circuit will be broken.

Sulzberger's Majestic Hams are "Deliciously Different." Phone your dealer to send you one.—Adv.

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## NEW MOTOR SLED MAKES SPEED



BY INTERNATIONAL FILM SERVICE

Here is a new type of motor sled which is capable of making 50 miles an hour. It is believed that when certain features of the sled are perfected a speed of a mile a minute will be reached. The sled has four runners and seats two persons besides the operator. The engine is of the four cylinder type.

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